

# Website Testing

For Maximum Performance



# Every Element Matters



As with every element of a car's engineering, the design and performance of your website hinges on the tiniest details. Just as the smallest mechanical part can make the difference between winning and losing a race, the performance of your website is critical to meeting your business objectives and creating an optimal experience for all your users.

Like a high performance racing car, every element matters: from the initial design and its suitability for the driver, to the quality of the build and the car's maintenance and tuning on track. Website quality should be managed not just in terms of initial design, but the effect that evolving content, applications, new technologies, and threats to security make to end user experience, and your organisation's effectiveness.

We can help optimise your website performance, helping you to stay one lap ahead.



### **Website Issues You May Have Experienced**

- Slow page load times
- Sites not available
- Functional errors
- Unable to access content
- Broken links
- Unidentified 'technical glitches'
- Data theft
- Credit card fraud
- Poor accessibility
- Lost revenue

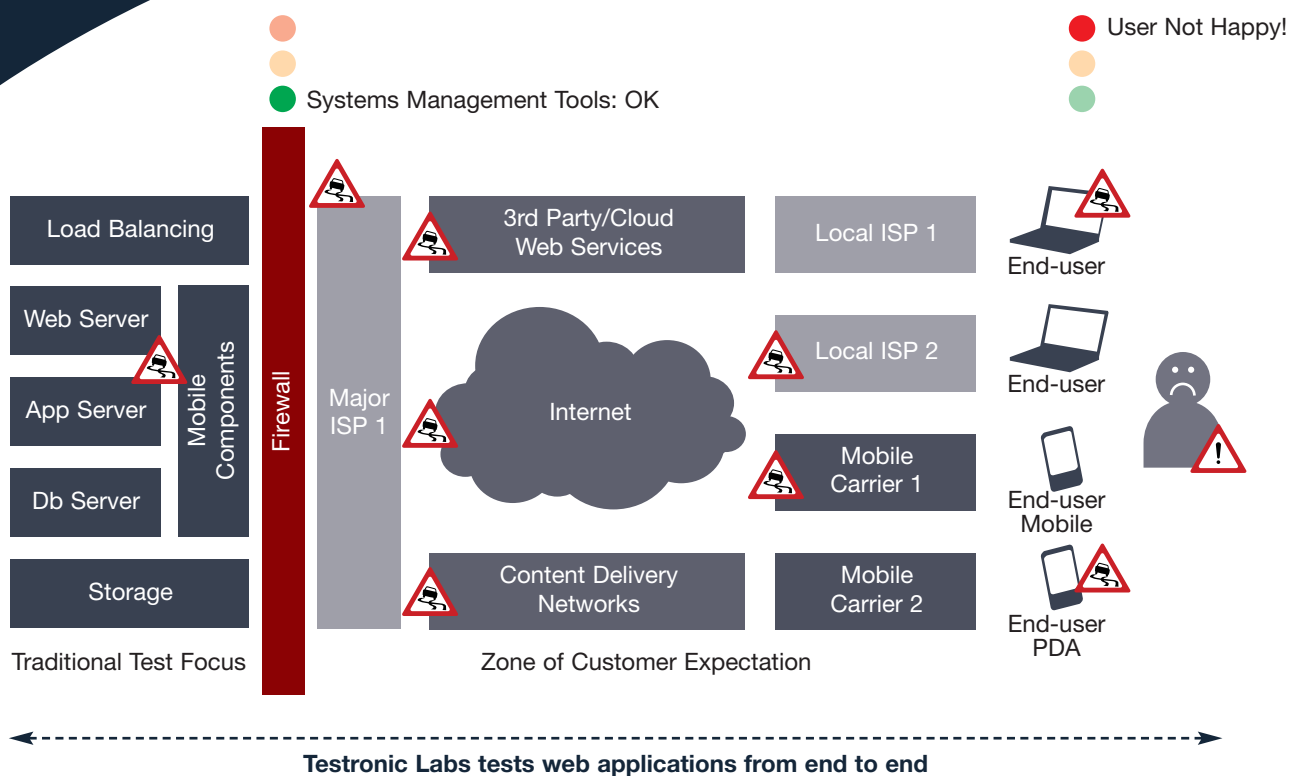
Testronic Labs can help you avoid these problems and maximise the performance of your website.

# The Challenge Of Delivering A Great Web Experience

Delivering a successful website experience is highly complex, driven by ever evolving technology and growing end user expectations. Devices, browsers, operating systems and screen resolutions are proliferating. Performance can vary dramatically depending on geography and providers. Last mile connection speeds differ widely. More websites are composed of third party components and many are dependent on content delivery networks. All might seem well within your host provider's firewall but what is happening outside this infrastructure?

As with a car that has made it to the tracks, whilst design and development are key phases in the life of a website, it is equally important to maintain website performance throughout its life cycle. Research has demonstrated that a small improvement in homepage loading times can deliver significant improvements in customer satisfaction.

We're Testronic Labs. We're here to help.



**Unseen Pitfalls Can Damage Performance**

# With You From Design To The Chequered Flag

Utilising a combination of expert website test engineers and automated quality assurance tools from partners such as Gomez®, Borland®, Sitemorse® and Zion Security, Testronic Labs will assist you throughout the whole project life cycle of your website from design and development, through test and validation to on-going management and optimisation.

Understanding your business requirements and target audience enables Testronic Labs to develop the optimal test strategy for you.

## 1. Design & Development

As with a car, the design of every element is absolutely critical to website performance. Testronic Labs works with clients from the early stages of website design to ensure that every aspect of your website is tested to meet your requirements:

- Functionality
- Accessibility
- Compatibility
- Usability
- Linguistic QA



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## 2. Testing & Validation

On the test track critical additional validation is performed:

- Load testing
- Integration with legacy systems
- End-to-end process testing
- Security



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## 3. Monitoring & Management

When the race series starts, performance has to be closely monitored, designs are refined and new components are integrated:

- Network and last mile performance monitoring
- On-going regression testing
- Link monitoring
- Alerts

## 4. Analyse & Optimise

Climbing up the rankings for ultimate success:

- Performance dashboard
- Quick analysis of areas for improvement
- Benchmarking
- Expert consultancy

# Testing Where You Need It Most

With teams of highly qualified, ISEB approved test engineers, Testronic Labs can provide testing in our labs or at your facilities working with your team – just let us know what works for you.

“E-commerce has become an increasingly important element of Cineworld’s commercial strategy, making website performance critical to our business. Testronic Labs has provided excellent service on a variety of areas including usability, accessibility as well as functional and load testing of our websites, ensuring that our customers receive optimal online service from our company.”

**Kristy Quigg, Channel Marketing Manager, Cineworld**

“We have been using Testronic Labs for well over seven years now and have always been very pleased with the service and value for money we receive. We have found that outsourcing our software testing gives us a great deal of flexibility, but Testronic Labs particularly excel in this area. Their ability to find testing slots at the last minute and to fit in with our often continually changing schedules means that we can keep testing delays to an absolute minimum.”

**David Fogden, Head of Online Delivery and Support, Pearson**

“Can Factory and Testronic Labs have worked together for several years across a number of high profile web-based projects. Testronic Labs has consistently delivered excellent quality assurance services to us, helping Can Factory to provide our clients with market leading, robust websites and internet applications. They have always demonstrated an excellent understanding of the application development process, and proved extremely flexible in meeting some inevitably tight deadlines. I would not hesitate to recommend Testronic Labs.”

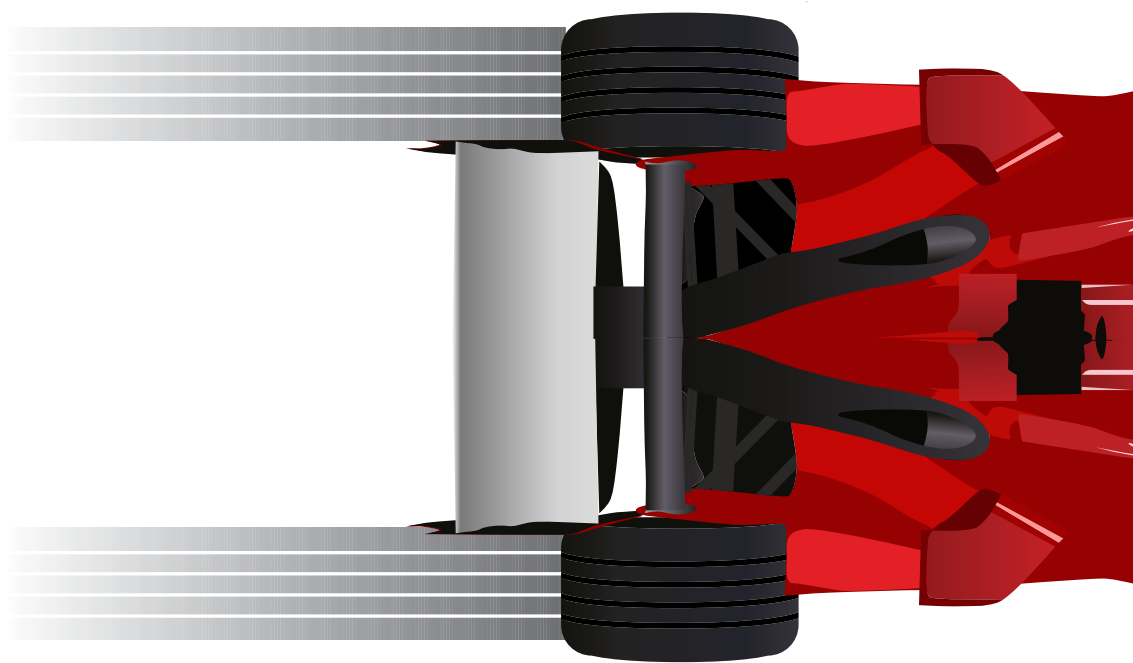
**Stuart Kerrigan, Head of Business and Technical Analysis, Can Factory**

## Quality Matters

Like a racing car, a successful website depends on detailed analysis of every element affecting performance – and timely adjustment of any flaws. Testronic Labs, with its teams of highly trained test engineers and market-leading test tools, is ideally placed to assist you with all your quality assurance needs.

We’re here to help. Talk to Testronic Labs.





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